MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2018/2019

BBS2044 – BUSINESS AND SOCIETY

(All sections / Groups)

20 OCTOBER 2018
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 3 pages including cover page with **FOUR (4)** questions only.

2. Answer **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answer in the Answer Booklet provided.

QUESTION 1

a. In today's competitive business environment, corporate governance has become such an important ethical issue. Consider what are the **FOUR (4)** steps businesses can take to practice good corporate governance by undertaking both internal and external controls.

(13 marks)

b. Abdullah has been identified as an amoral manager due to his ignorance in dealing with a supplier in purchasing of goods by soliciting unauthorized favours. Briefly explain **FOUR (4)** management's action that can lead to the transition from amoral to moral management.

(12 marks)

QUESTION 2

a. Advertising is the most important tool for the promotion and growth of any businesses. However, there are many instances advertisement has been abused by businesses which misled the consumers. Discuss **TWO (2)** examples of abuse of advertising from your own observations and experiences which you consider as unethical.

(10 Marks)

b. We are currently living in the Cyber Age, where the internet and computers have a major impact on our way of living, social life and the way businesses is conducted. However, with the current growth, network security has become a major concern as cybercrimes have emerged rapidly in the past few years. What are the proactive measures that can be taken by both businesses and socictics to protect themselves from being the victim of cyber criminals in the case of the banking industry?

(15 marks)

QUESTION 3

a. Employee is one of the important internal stakeholders in business. However, there are many instances where employment practices are clearly discriminatory in a corporation that is consider immoral. Explain **FOUR (4)** responsibilities of the employer to determine and maintain good working relationship in the workplace.

(12 marks)

b. Discuss some of the **negative** impacts that corporations caused on the environment by providing some of the examples that you have come across during the course. Provide **recommendations** on how ethics can be applied in response to environmental issues?

(13 marks)

QESTION 4

a. Corporate Social Responsibility (CSR) which covers a wide spectrum of issues has a profound effect on the conduct of businesses globally. Today many corporations are keen to practice corporate social responsibility (CSR) voluntarily. Explain **THREE (3)** positive reasons for corporations to be involved in CSR.

(12 marks)

b. Ethics is a very important issue in any business relationship in serving the society well-being as well as to avoid negative social issues. Explain why it is important for students in higher institution of learning to study business ethics.

(13 marks)

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